

Faculty Profile

Name: Dr. Madhavi Garikapartha

Designation: Associate Professor & Coordinator-Student Activities

Teaching Areas: Business Strategy
Marketing Management
Services Marketing
Customer Relationship Management
Brand Management

Research Interests: Service Quality
Ecommerce
Competitive Strategies
Customer Relationship Management
Brands & Consumers

Education: Ph.D. (Pursuing), Pacific University
NET- UGC, (Management), 2012
MBA (HRM), Osmania University, 1998
MBA (Marketing), Osmania University, 1995
BSC, Osmania University, 1993



Research/Selected Publication:

1. Garikapartha, M., "An In-Depth Study of Service Quality In Retail Industry", International Journal of Management Research and Business Strategy, Vol.3, No.3, July 2014
2. Garikapartha, M., "Understanding the Role of Intermediaries in Secondary Packaging Industry and Designing Effective Distribution System", International Journal of Management Research and Business Strategy, Vol.3, No.4, October 2014
3. Sharma, R; Garikapartha, M., "What's In A Name - Logos That Express New Thinking", International Journal of Management Research and Business Strategy, Vol.2, No.3, July 2013